U.S. Serial No. 09/492,725

<div align="right">PATENT
Attorney Docket No.: PD-980142</div>

Amendments to the Claims:

Claims 1-17 (Cancelled)

18.   (Previously Presented) A digital advertisement system for use in receiving, processing and displaying digital advertisement information, the digital advertisement system comprising:

a processor;

a memory communicatively coupled to the processor;

a first software routine stored on the memory and adapted to be executed by the processor to receive advertising objects and image objects linked to the advertising objects from a transmitted data stream;

a second software routine stored on the memory and adapted to be executed by the processor to select a first group of advertising objects from the received advertising objects and image objects based on a local condition; and

a third software routine stored on the memory and adapted to be executed by the processor to sequentially display the first group of advertising objects using ones of the image objects linked to the first group of advertising objects.

19.   (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertising objects based on a user's preferences.

<div align="center">Page 2 of 13</div>

20. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertisement objects based on a geographic location.

21. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select the first group of advertisement objects based on a user interface sophistication level.

22. (Original) The system of claim 18, wherein the second software routine is further adapted to be executed by the processor to select a second group of advertisement objects based on a local condition.

23. (Previously Presented) The system of claim 18, wherein the third software routine is further adapted to be executed by the processor to display the first group of advertisement objects based on an ordered list.

PATENT
Attorney Docket No.: PD-980142

24. (Previously Presented) A method of receiving advertisements for use in a receiver station with a cache memory that receives a data stream containing advertising objects and image objects linked to the advertising objects, the method comprising the steps of:

selecting a received advertising object and its linked image objects from the transmitted data stream;

determining if the received advertising object and its linked image objects are compatible with the receiver station based on one or more data elements within the received advertising object and the linked image objects; and

discarding the received advertising object if it is not compatible with the receiver station.

25. (Original) The method of claim 24, further comprising the steps of determining if the received advertising object is a new version of a previously cached advertising object and replacing the previously cached advertising object with the received advertising object if the received advertising object is a new version of the previously cached advertising object.

26. (Original) The method of claim 25, wherein step of determining if the received advertising object is a new version of a previously cached advertising object includes the step of comparing data elements associated with advertising object version.

27.   (Original) The method of claim 24, further comprising the steps of comparing a priority of the received advertising object to a lowest priority associated with a plurality of cached advertising objects and discarding the received advertising object if the priority of the received advertising object is less than or equal to the lowest priority associated with the plurality of cached advertising objects.

28.   (Original) The method of claim 26, wherein step of comparing a priority of the received advertising object to a lowest priority associated with a plurality of cached advertising objects includes the step of comparing data elements associated with display priority.

29.   (Original) The method of claim 24, further comprising the step of replacing one from a plurality of cached advertising objects having a lowest priority with the received advertising object if the priority of the received advertising object is greater than the lowest priority of the one from the plurality of the cached advertising objects.

30.   (Original) The method of claim 24, further comprising the step of discarding expired advertising objects from the cached memory.

31.   (Original) The method of claim 30, wherein the step of discarding expired advertising objects from the cache memory includes the step of comparing a data element associated with advertising object expiration to a local time at the receiver station.

Page 5 of 13

U.S. Serial No. 09/492,725

PATENT
Attorney Docket No.: PD-980142

32.   (Original) The method of claim 24, wherein step of selecting a received advertising object from the transmitted data stream includes the step of identifying a data element associated with advertising objects.

33.   (Original) The method of claim 24, further comprising the steps of determining if the received advertising object is compatible with a user's preferences and discarding the received advertising object if it is not compatible with the user's preferences.

34.   (Original) The method of claim 33, wherein step of determining if the received advertising object is compatible with a user's preferences includes the step of comparing one or more data elements associated with descriptors to the user's preferences.

Claims 35-40 (Cancelled)

PATENT
Attorney Docket No.: PD-980142

41.   (Currently Amended) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and software stored on the computer readable medium and adapted to be executed by the processor to:

generate a plurality of advertisement objects, each of which includes data elements associated with scheduling and display of one of the digital advertisement;

generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display; and

link image objects containing image information associated with the digital advertisements to the advertisement objects; and

transmitting the advertisement objects and the image objects via a transmission data stream.

42.   (Previously Presented) The system of claim 41, wherein the software is further adapted to link at least one of the image objects to one of the advertisements through another one of the image objects.

43.   (Currently Amended) The system of claim 41, wherein each of the advertisement objects include includes a data element associated with one of a user preference, a geographic location, a user interface sophistication level, a location within a display unit, a display priority, and a display time.

Page 7 of 13

PATENT
Attorney Docket No.: PD-980142

44. (Previously Presented) The system of claim 41, wherein the image information includes one of video information, graphical information and textual information.

45. (Previously Presented) The system of claim 41, wherein the image object includes data associated with one of a version of the image information, a priority, a sophistication level and an image format.

46. (Previously Presented) The system of claim 41, wherein the image objects are based on a transport protocol.

47. (Previously Presented) The system of claim 41, wherein the identifier object is an update list object.

Page 8 of 13